Disney's California Adventure
PARADISE PIER / BOARDWALK
Scope Definition
November 21, 2006

High Concept Statement

Leave the world of today and travel back in time to the turn of the 20th century and the ultimate seaside amusement park - with a Disney twist - The Boardwalk. Building facades and graphics are redesigned to reflect the lively, wide-ranging Victorian styles of the day. Electric lights, only recently invented at the time, blaze in profusion. Disney/Pixar characters, interpreted in the unique pictorial language of the early 1900s, are used throughout as design and story elements, bringing the Disney touch to the Boardwalk shops and attractions.

Design Assumptions

This package is the scope definition for the entire land that will become "The Boardwalk." Identifying the specific elements that will be divided between Phase 1 and Phase 2 is a deliverable for this phase and will be defined by the end of Concept Development. Note that any artwork shown in these pages is preliminary concept only and should not be construed in any was as a final design.

<u>Top ten design guidelines</u>

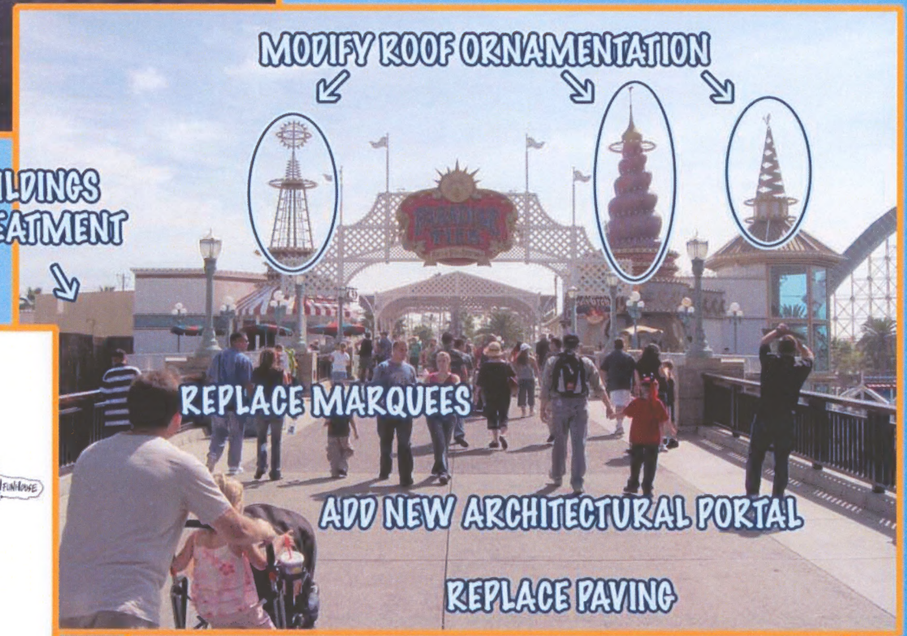
- The current contemporary styling of Paradise Pier will give way to a more romanticized and richly detailed version of a circa 1900-1920 boardwalk. Design vocabulary, including colors, textures, materials and architectural details, will be evocative of that era.
- All graphics and marquees should be fabricated with the look of signage from this era using hand painted methods like the signage in Main Street or American Waterfront at TDS. No digital printing should be utilized.
- Lighting should be a yellow/warm incandescent light with period fixtures. Bulb and fixtures should have period look.
- Character overlays for rides should be modeled in the 1920s style with period color, textures and art directed with slightly off-model designs.
- New period music for the overall land using needle drop music if possible. Each attraction will have new music.
- Interiors for shops and restaurants will recieve a new period overlay. Food and merchandise carts will recieve a new period overlay.
- Overall area development will include more trees and planting, modified or new themed lighting, some new furniture and props, new railings, and new additional rockwork along the waters edge.
- Food program should include foods from this period such as cotton candy, caramel apples, hot dogs, and taffy.
- The shoreline of the lagoon will be softened and made more inviting with added rockwork, tidepools, and walkways that bring guests closer to the water.
- Cast member costumes should reflect the clothing of a 1920s midway.

Concept Art - Land Overall

East Portal

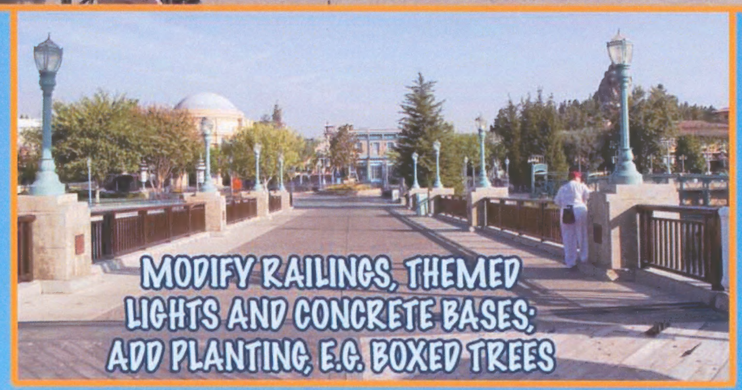
- NEW NOMENCLATURE
- NEW MARQUEES
- NEW GRAPHICS
- NEW THEMED LIGHTING
- NEW SHOW LIGHTING
- NEW PROPS
- NEW MUSIC SCORE

MODIFY BACK SIDES OF BUILDINGS WITH ARCHITECTURAL TREATMENT



URSULA'S MOUTH PORTAL
TIGHTROPE WALKWAY
TO VILLAIN FUN HOUSE COASTER
MODIFY EXISTING BUILDING CREATING CLASSIC BOARDWALK
ADD CLAMS AND SEA STUFF TO BOARDWALK SUPPORTS
BOARDWALK PALACE GATEWAY CONCEPT-ORA-1606-3 APRIL '06

NOTE: ANY ARTWORK SHOWN IS PRELIMINARY CONCEPT ONLY AND IS NOT TO BE CONSTRUED AS FINISHED DESIGN



West Portal

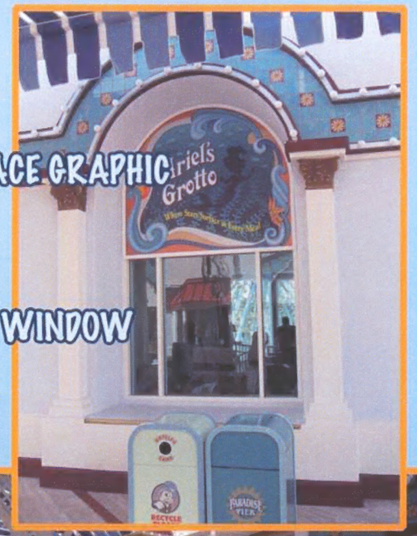
- NEW NOMENCLATURE
- NEW MARQUEES
- NEW GRAPHICS
- NEW THEMED LIGHTING
- NEW SHOW LIGHTING
- NEW PROPS
- NEW MUSIC SCORE

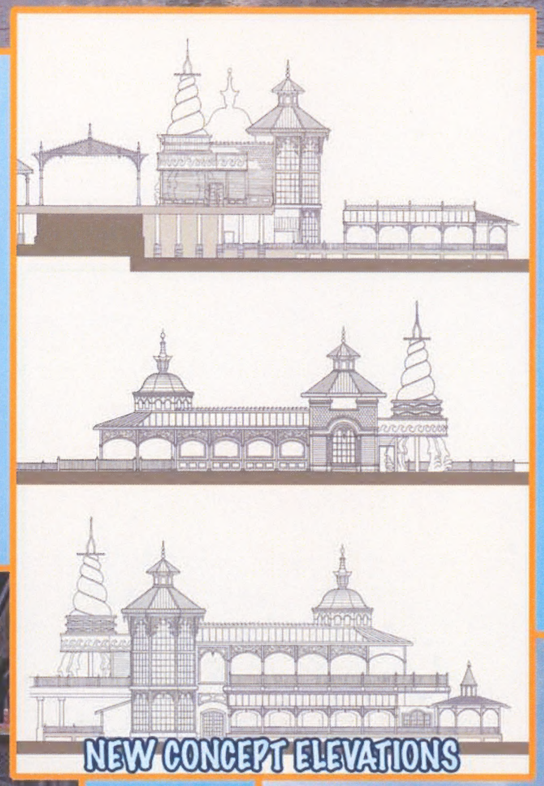
PERIOD EXAMPLES--
NOTE ANY OVERHEAD
ELEMENT WILL NEED TO
ACCOMMODATE PARADE

ENTRANCE CONEY ISLAND

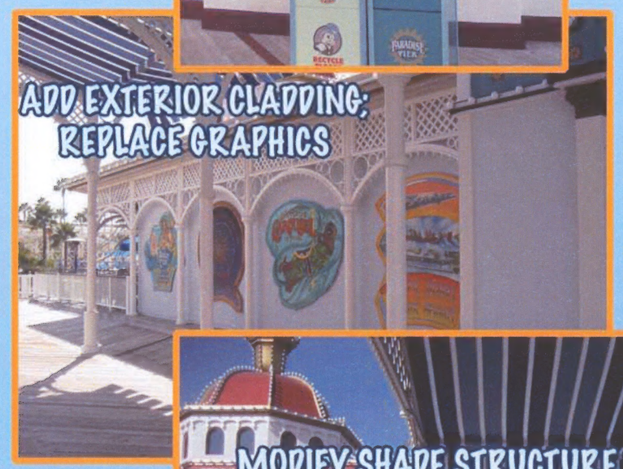
LOCATION FOR NEW PORTAL

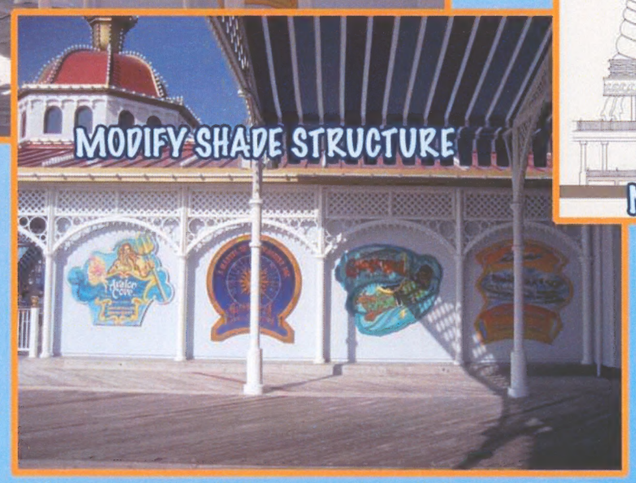
Ariel's Grotto





-NEW ARCHITECTURAL TREATMENT & FINISHES AT ALL EXTERIOR WALLS
-NEW PAINT
-NEW MARQUEES
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW PROPS
-NEW INTERIOR





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Treasures & Catch-a-Flave

ADD NEW THEMED FACADES

ADD NEW THEMED FACADES

-NEW NOMENCLATURE
-NEW MARQUEES
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW PROPS
-NEW INTERIORS

CONCEPT FOR NEW THEMED FACADES

ADD NEW THEMED FACADES

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ADD NEW THEMED FACADES

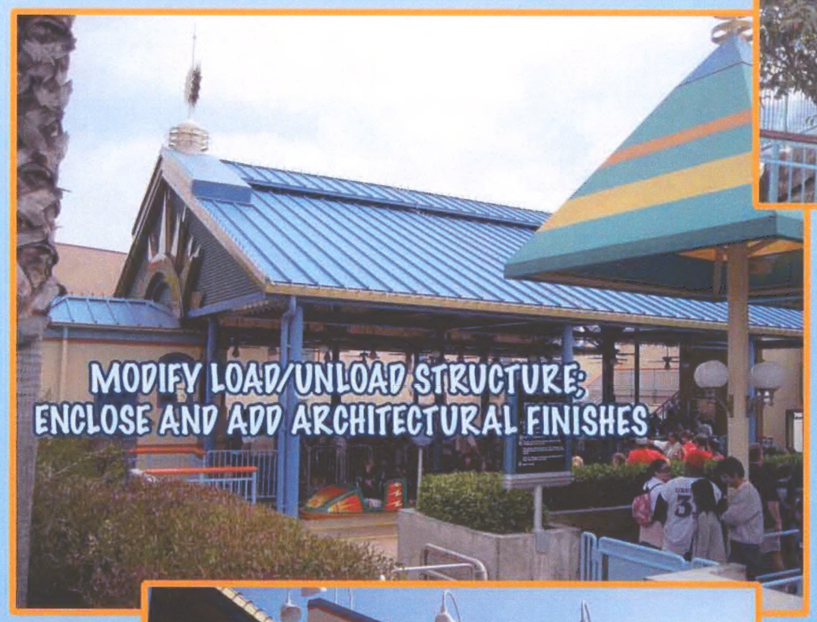
California Screamin' 1 of 3

-NEW NOMECLATURE
-NEW MARQUEES
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW PROPS
-NEW MUSIC SCORE

MODIFY 3 SCREAM TUBES: FULLY ENCLOSE,
ADD CHARACTER HEAD AND TAIL PORTALS;
ADD LIGHTING FX AND/OR SPFX IN TUNNELS
MODIFY OR REPLACE FENCE
ADD GRAPHICS

BUILD NEW SHOW BUILDING & ENTRY FACADE
TO ENCLOSE QUEUE AND LOAD/UNLOAD
MOVE ATTRACTION ENTRY TO THIS AREA
BURGER INVASION
MODIFY WALL:
NEW ARCHITECTURAL ELEMENTS,
NEW PAINT, NEW GRAPHICS

California Screamin' 2 of 3

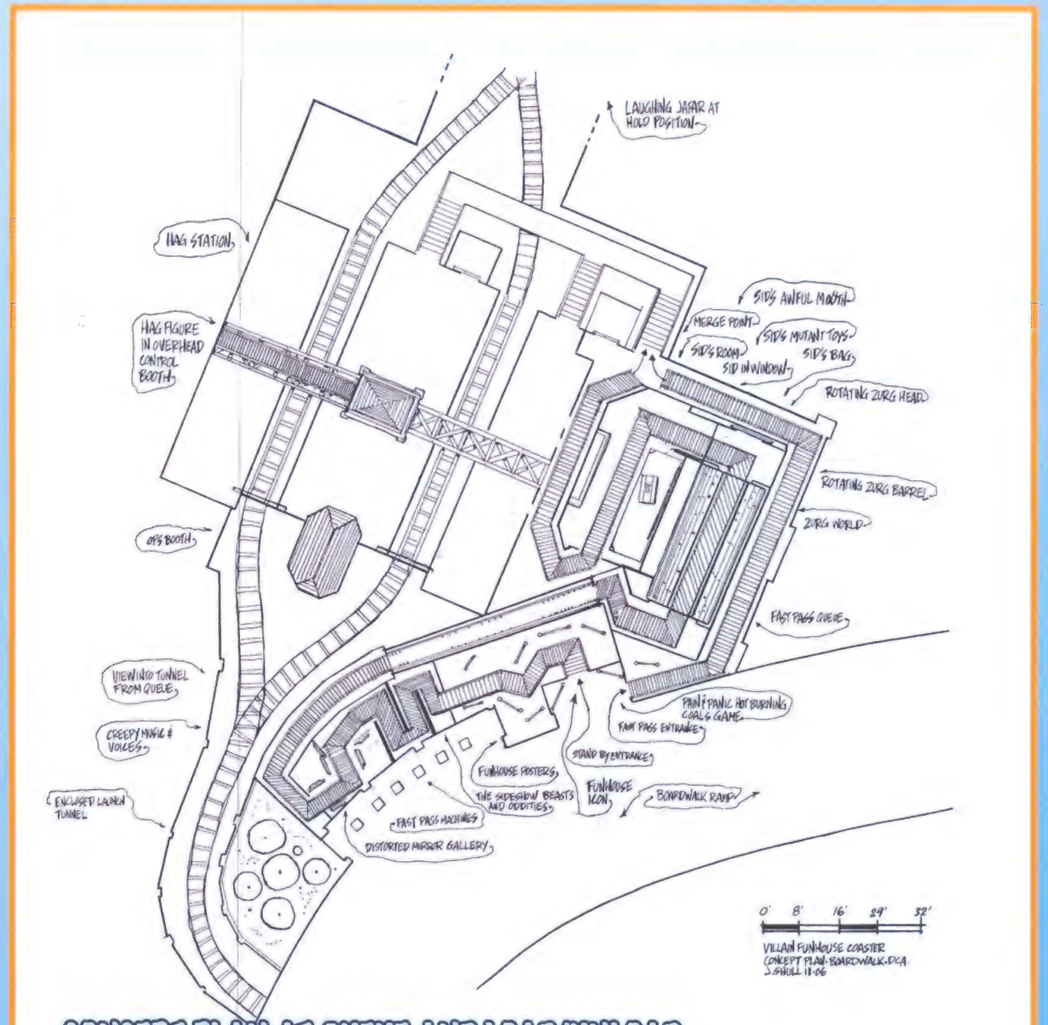


BUILD NEW SHOW BUILDING TO ENCLOSE QUEUE AND LOAD/UNLOAD;
THEME AS VILLAIN'S FUNHOUSE

- NEW NOMECLATURE
- NEW MARQUEES
- NEW GRAPHICS
- NEW SHOW SCENES
- NEW ANIMATED FIGURE(S)
- NEW FX
- NEW AUDIO/MEDIA DES./MUSIC SCORE
- NEW PROPS
- NEW THEMED LIGHTING
- NEW SHOW LIGHTING

California Screamin' 3 of 3

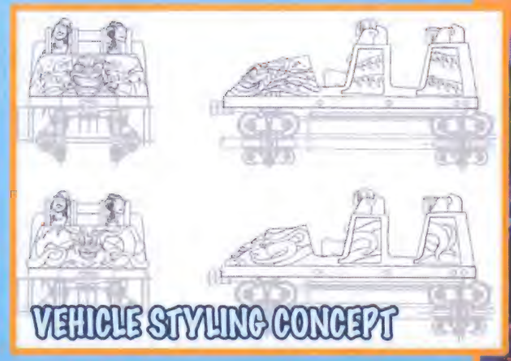
VILLAIN'S COASTER AND FUNHOUSE CONCEPTS



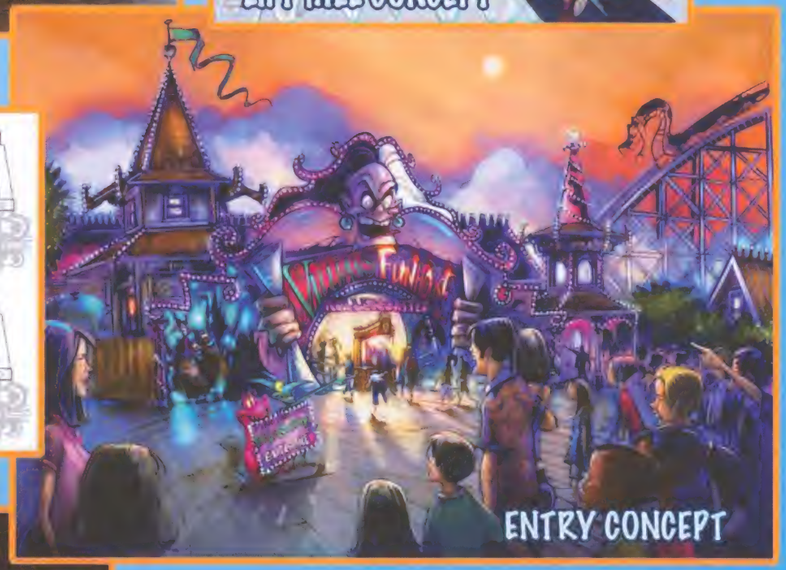
CONCEPT PLAN AT QUEUE AND LOAD/UNLOAD

STATION CONCEPT

LIFT HILL CONCEPT

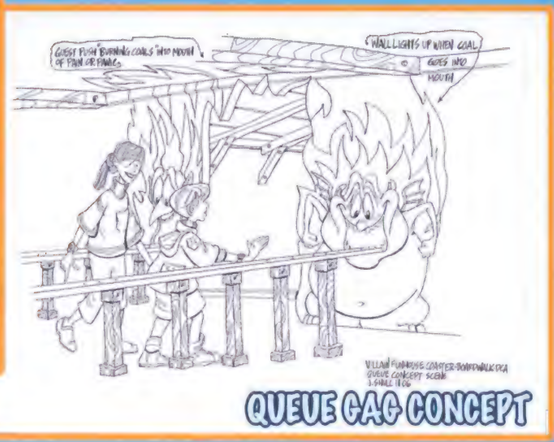


VEHICLE STYLING CONCEPT



ENTRY CONCEPT

LAUNCH CONCEPT


GUEST PUSH BURNING COALS INTO MOUTH OF PAN OR FANS
WALL LIGHTS UP WHEN COAL GOES INTO MOUTH
VILLAIN FUNHOUSE COASTER-BOARDWALK.DGN
QUEUE CONCEPT SCENE
S.SHULL 11-06

QUEUE GAG CONCEPT

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Ride Overlay Summary

Paradise Pier Ride Systems

Maliboomer

Manufacturer	S&S Sports Power, Inc.
THRC	1440
OHRC	1296
Show Time	1:00
Min Guest Height	52
Notes	196 Feet tall. EDMS Drawings SSAZ-185 and SSAZ-183.
Potential Changes	Desire to replace with shorter ride system (1/2 to 3/5 current height). Possibly reuse some of the existing tower structure.

Golden Zephyr

Manufacturer	Morgan
THRC	1080
OHRC	972
Show Time	2:06
Min Guest Height	None
Notes	Can not operate in sustained winds above 10 mph or gusts above 15 mph. EDMS GZAZ-2
Potential Changes	The desire still exists to increase the ability to run in higher wind loads.

Jumpin' Jellyfish

Manufacturer	Intamin
THRC	608
OHRC	548
Show Time	0:54
Min Guest Height	40
Notes	35 feet high. EDMS JFAV-1, JFAM-1
Potential Changes	Potentially remove this attraction. Note decrease of 600 parkwide THRC.

Triton's Carousel

Manufacturer	Morgan
THRC	633
OHRC	569
Show Time	2:00
Min Guest Height	None
Notes	EDMS CLAD-6, 4.3 rpm, 30 ft high and 50 ft wide.
Potential Changes	Several new sculpts for some of the carousel animals. Less pacific marine.

Mulholland Madness

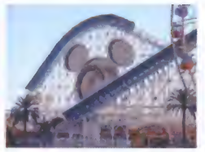
Manufacturer	Mack
THRC	1108
OHRC	997
Show Time	1:36
Min Guest Height	42
Notes	EDMS MMAV-7, MMAD-15
Potential Changes	Possibly remove in later phase - therefore pretty much hands off for now.

Orange Stinger

Manufacturer	Zierer
THRC	691
OHRC	622
Show Time	1:42
Min Guest Height	48
Notes	Clockwise 11 rpm, EDMS OSAZ-29, OSAZ-32
Potential Changes	Remove outer orange shell. Note: this will greatly decrease the apparent size of the attraction. Ride sys only diagram below.

Sun Wheel

Manufacturer	Waagner-Brio
THRC	960
OHRC	864
Show Time	8:30
Min Guest Height	None
Notes	150 foot diameter. EDMS FWAG-3
Potential Changes	Look at the operational possibility of running the wheel without stopping it.

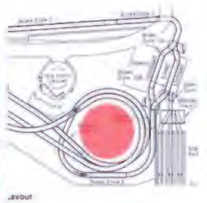


California Screamin'

Manufacturer	Intamin
THRC	2400
OHRC	2160
Show Time	2:46
Min Guest Height	48
Notes	120 foot height. EDMS BCAV-1, BCAT-1602
Potential Changes	New queue scheme & theme. Ride system unchanged. May have desire to add additional loading to existing structure for theming.

S.S. Rustworthy

Manufacturer	
THRC	620
OHRC	558
Show Time	15:00
Min Guest Height	None
Notes	Total capacity 155 people
Potential Changes	Remove Rustworthy. Although no ride system is used, this still counts as an attraction. Note loss of parkwise THRC.

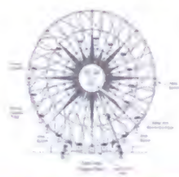


New - TBD

Manufacturer	
THRC	Desired: THRC about 700
OHRC	
Show Time	Desired: about 1:30
Min Guest Height	Desired: None
Notes	New round ride SE Corner
Potential Changes	New round ride attraction - similar to Dumbo (i.e. with guest control) that can also queue up to be visible beyond the coaster track.

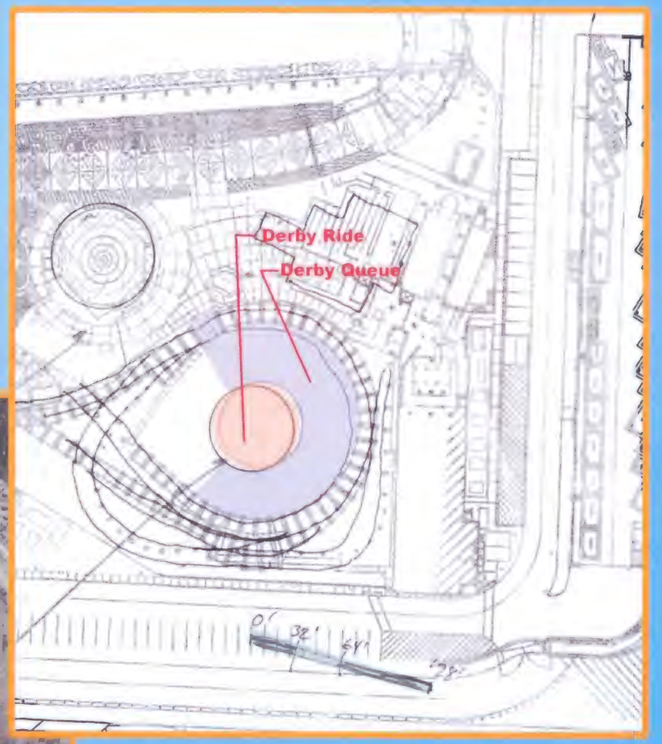
New - TBD

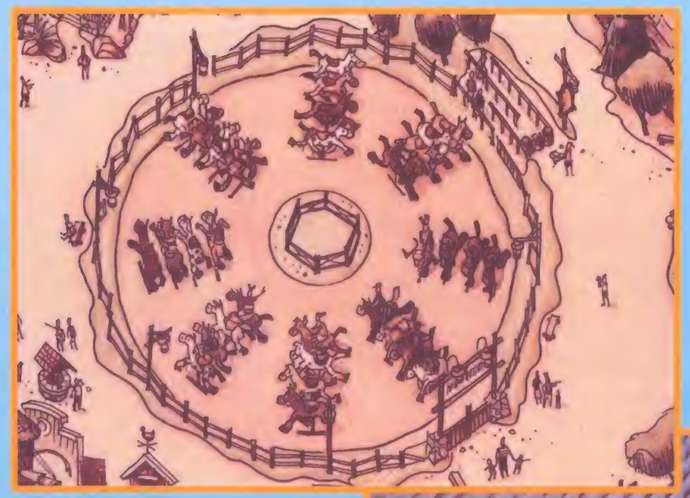
Manufacturer	
THRC	Desired: THRC about 1000
OHRC	
Show Time	Desired: about 1:00
Min Guest Height	Desired: about 48
Notes	Replacement for Maliboomer
Potential Changes	New vertical attraction - similar to Knott's Parachute Drop, but with less height and the desire to reuse some of the existing structure.



New Attraction

BRAND NEW THEMED ATTRACTION WITH
-NEW MARQUEES
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW AREA DEVELOPMENT
-NEW MUSIC SCORE
-NEW PROPS
-NEW FX





POSSIBLE CONCEPT FOR NEW RIDE: DERBY RACER

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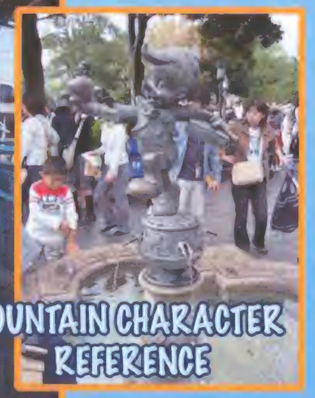
King Triton's Carousel 1 of 2

-NEW NOMENCLATURE
-NEW MARQUEES
-NEW MUSIC SCORE
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW PROPS

REFERENCE FOR NEW STRUCTURE

ADD ARCHITECTURAL FINISHES

MODIFY FOUNTAINS; ADD NEW FINISHES, ADD CHARACTER FIGURES, REPROGRAM


FOUNTAIN CHARACTER REFERENCE

ADD NEW ROOF STRUCTURE AND ENCLOSURE

MODIFY RESTROOM ENTRY

MODIFY PLANTERS

REPLACE RAILINGS

King Triton's Carousel 2 of 2

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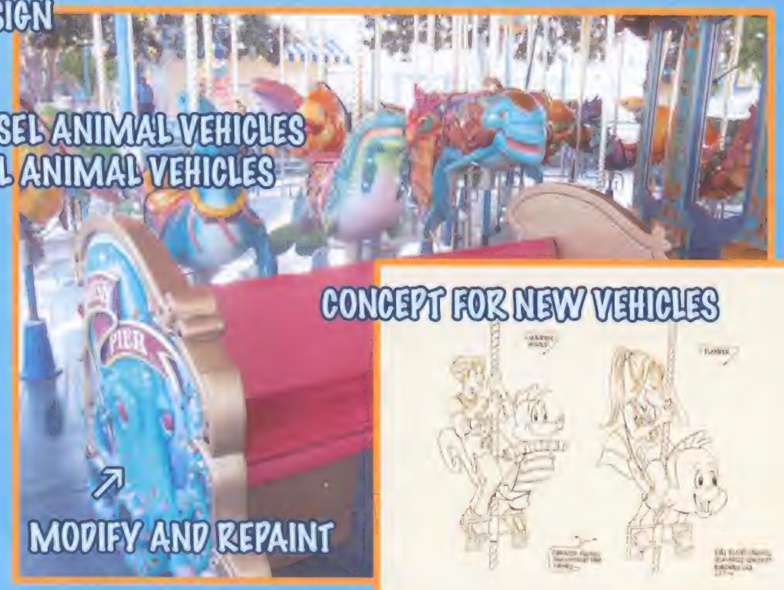
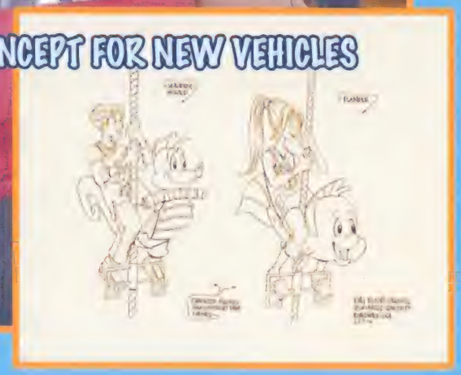




Sun Wheel

-NEW NOMENCLATURE
-NEW MARQUEES
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW PROPS
-NEW MUSIC SCORE

REPLACE ALL RAILINGS

ADD CLADDING AND THEMING TO PIT WALLS;
ADD PROPS AND SHOW TO PIT

MODIFY MIRRORED PIT EDGE;
ADD ROCKWORK AND WOOD DOCK

REPAINT ALL SURFACES

REPAINT RIDE VEHICLES AND
ADD NEW GRAPHICS

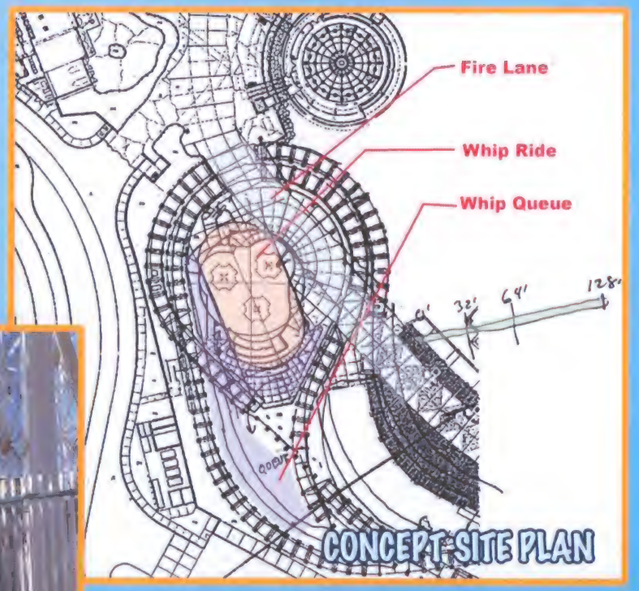
REPLACE SUN ICON WITH NEW ICON

ADD ANIMATED PROP STEAM ENGINE
AND CALLIOPE ON NEW WOOD DOCK

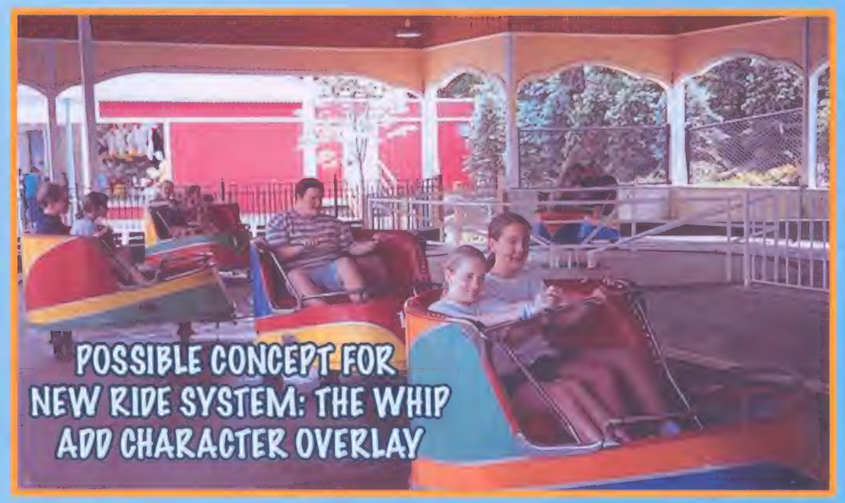
REMOVE SHADE STRUCTURE; REPLACE WITH VICTORIAN PAVILION

Maliboomer

REMOVE MALIBOOMER AND
REPLACE WITH BRAND NEW
THEMED ATTRACTION INCLUDING
-NEW MARQUEES
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW AREA DEVELOPMENT
-NEW MUSIC SCORE
-NEW PROPS
-NEW FX



MALIBOOMER TO BE REMOVED


POSSIBLE CONCEPT FOR
NEW RIDE SYSTEM: THE WHIP
ADD CHARACTER OVERLAY

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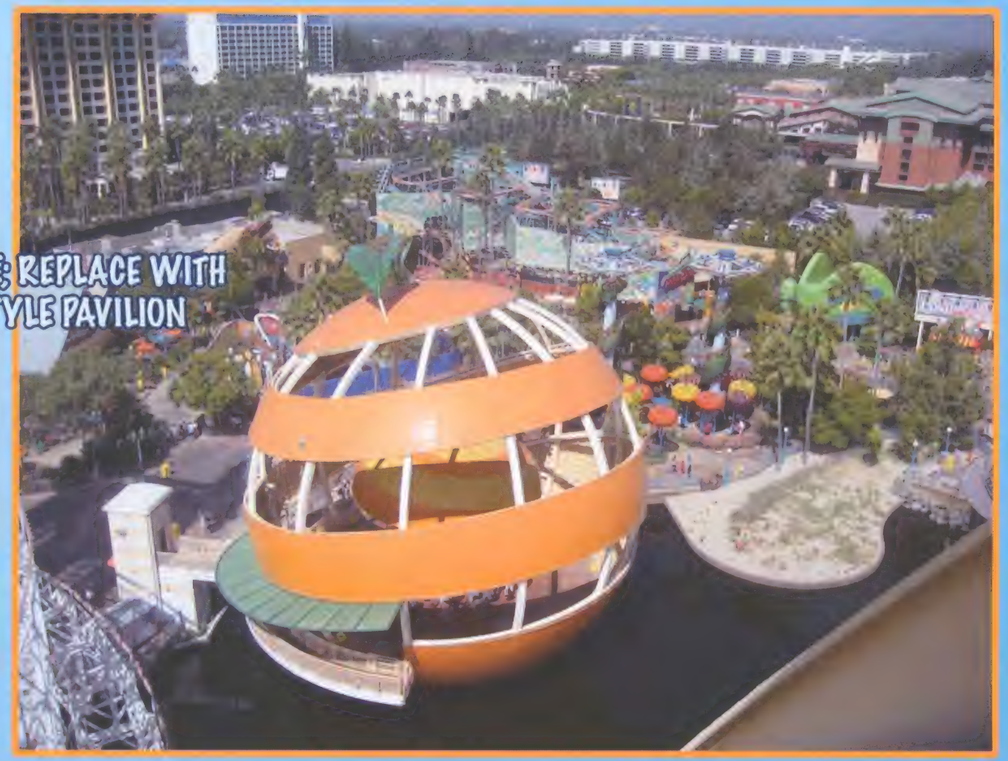
Orange Stinger



-NEW NOMENCLATURE
-NEW MARQUEES
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW MUSIC SCORE
-NEW PROPS

MODIFY RIDE SYSTEM TO
REFLECT PERIOD LOOK OR
ADD THEMED CHARACTER OVERLAY

REFERENCE FOR APPROPRIATE PERIOD LOOK

REMOVE ELEVATOR AND STAIRS,
REPLACE WITH NEW ADA RAMPS
MODIFY UNDERSIDE OF PLATFORM;
MODIFY HOW STRUCTURE MEETS THE WATER
REPLACE RAILINGS

Mulholland Madness

-NEW NOMENCLATURE
-NEW MARQUEES
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW MUSIC SCORE

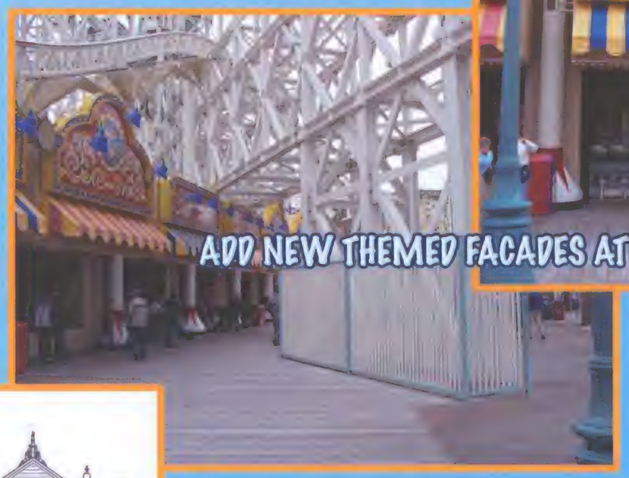
Golden Zephyr

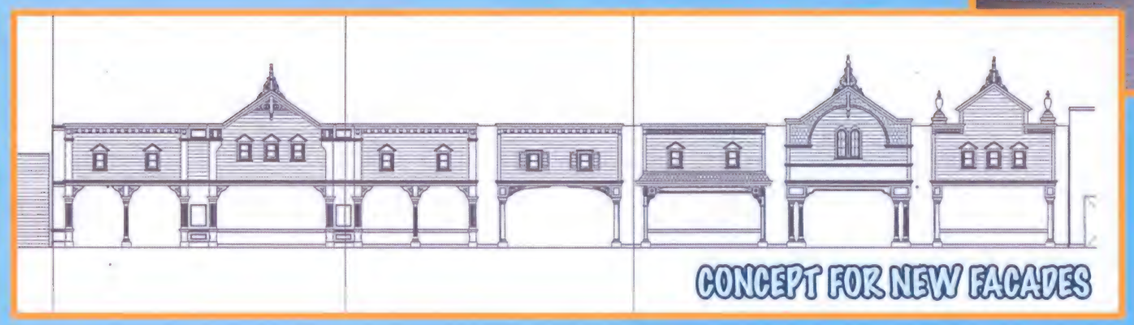
-NEW NOMENCLATURE
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW CLADDING AT OCC
-NEW MUSIC SCORE

Boardwalk Games

ADD NEW THEMING AT EXISTING GAMES

ADD NEW THEMED FACADES AT ALL EXTERIOR WALLS





CONCEPT FOR NEW FACADES

- NEW NOMENCLATURE
- NEW MARQUEES
- NEW GRAPHICS
- NEW THEMED LIGHTING
- NEW SHOW LIGHTING
- NEW PROPS
- NEW MUSIC SCORE

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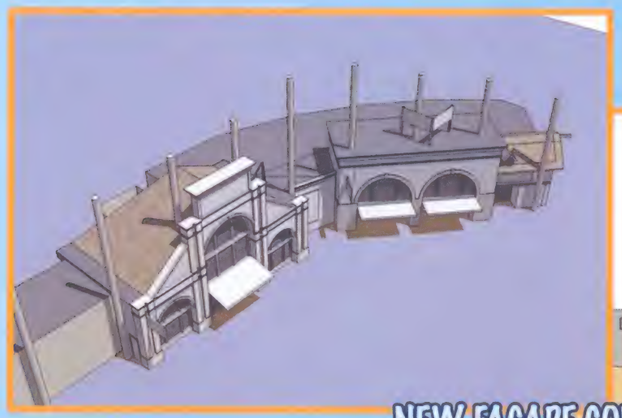
Boardwalk Shops



NEW FACADE CONCEPTS

-NEW NOMENCLATURE
-NEW MARQUEES
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW PROPS
-NEW MUSIC SCORE
-NEW INTERIORS

PERIOD REFERENCE

ADD NEW THEMED FACADES
AT ALL EXTERIOR WALLS

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Burger Invasion

-NEW NOMENCLATURE
-NEW MARQUEES
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW PROPS
-NEW RESTROOM INTERIOR

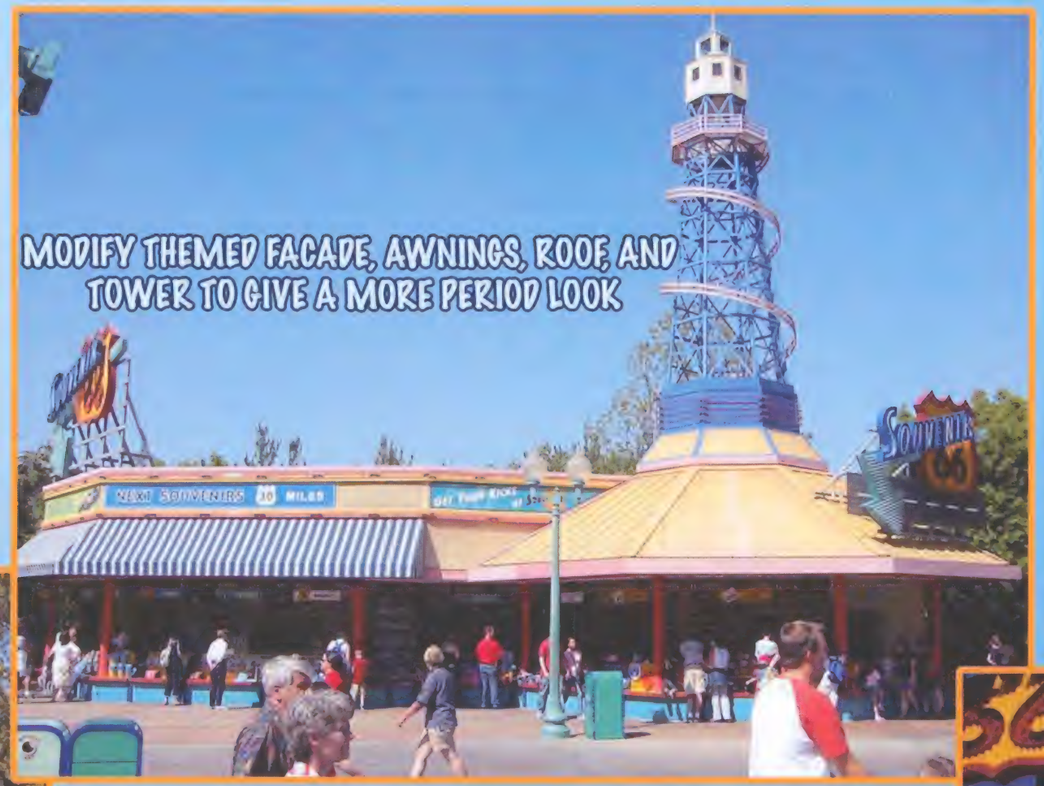
REPLACE TABLES, CHAIRS, UMBRELLAS, AND CONDIMENT STATIONS

REPLACE RAILINGS

Pizza Oom Mow Mow

-NEW NOMENCLATURE
-NEW MARQUEES
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW PROPS
-NEW INTERIOR

Souvenir 66



-NEW NOMENCLATURE
-NEW MARQUEES
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW PROPS

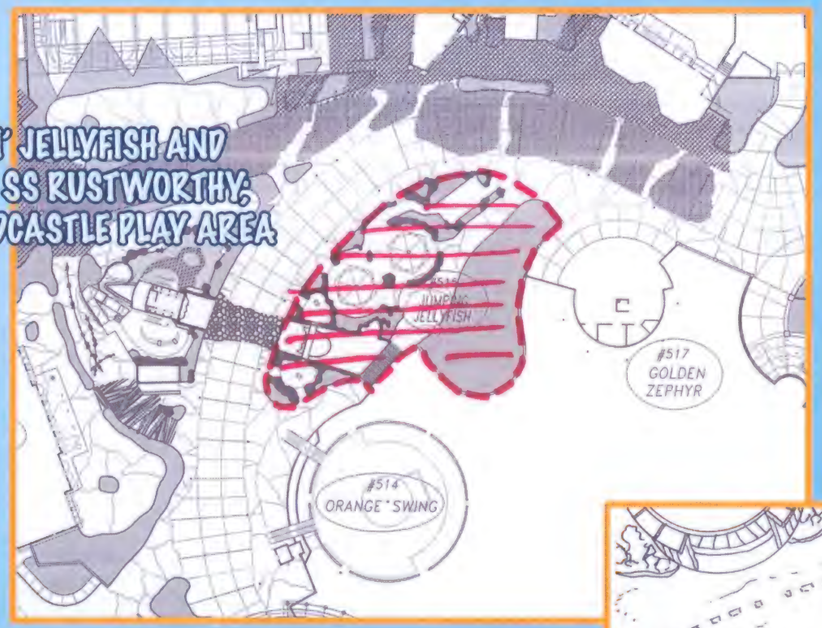
Corn Dog Castle

ADD NEW THEMED FACADES

-NEW NOMENCLATURE
-NEW MARQUEES
-NEW GRAPHICS
-NEW THEMED LIGHTING
-NEW SHOW LIGHTING
-NEW PROPS

Jumpin' Jellyfish

REMOVE JUMPIN' JELLYFISH AND STERN PORTION OF SS RUSTWORTHY; REPLACE WITH SANDCASTLE PLAY AREA



- BRAND NEW ATTRACTION REPLACES JUMPIN' JELLYFISH AND STERN PORTION OF SS RUSTWORTHY
- NEW MARQUEES
- NEW GRAPHICS
- NEW THEMED LIGHTING
- NEW SHOW LIGHTING
- NEW PROPS
- NEW MUSIC SCORE
- NEW FX (INCL. WATER FX)

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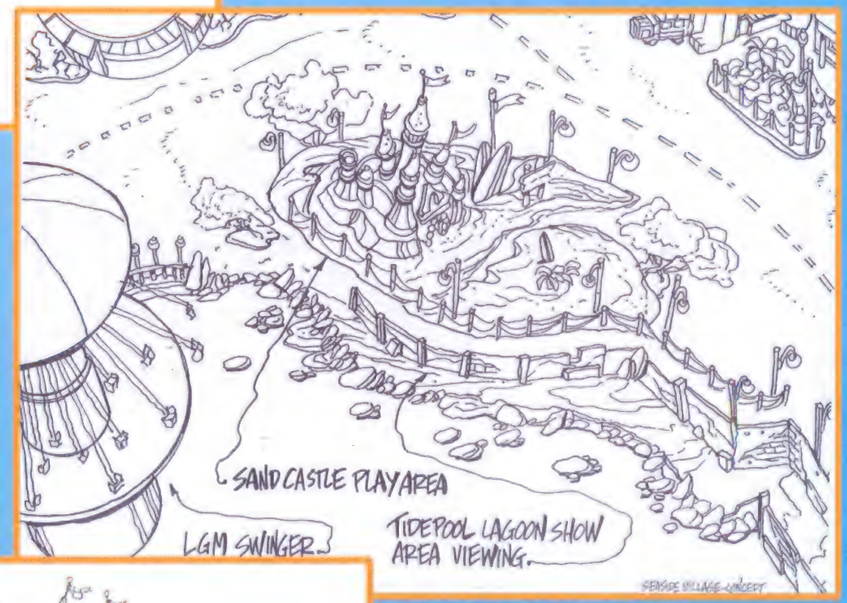
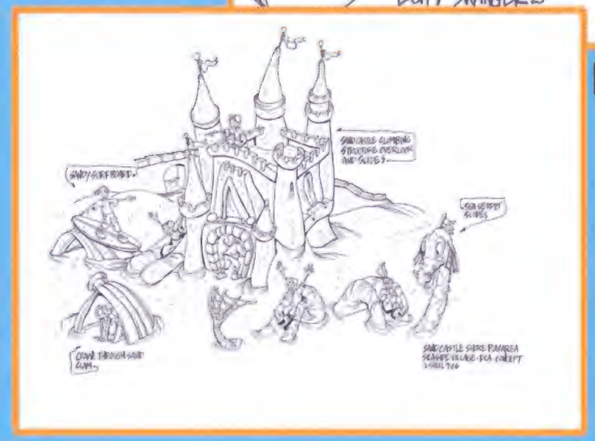
REFERENCE IMAGES





PLAY AREA CONCEPTS

SS Rustworthy

REMOVE SS RUSTWORTHY PLAY AREA;
REPLACE WITH AREA DEVELOPMENT
TURN-AROUND FOR NEW BOARDWALK
VEHICLES, INCLUDE GAZEBO OR BANDSTAND

CONCEPT PLAN

- NEW GRADING/PAVING
- NEW PLANTERS
- NEW TREES/PLANTING
- NEW ROCKWORK
- NEW RAILINGS
- NEW FURNISHINGS
- NEW MARQUEES/SIGNAGE
- NEW PROPS
- NEW THEMED LIGHTING
- NEW SHOW LIGHTING

VEHICLE CONCEPT

Area Development - Outdoor Vending

ALL FOOD AND MERCH CARTS TO BE RETHEMED

Area Development - Furnishings & Utilities

MODIFY VENTS

MODIFY PHONES

MODIFY DRINKING FOUNTAINS

REPLACE BENCH

REPLACE BENCH

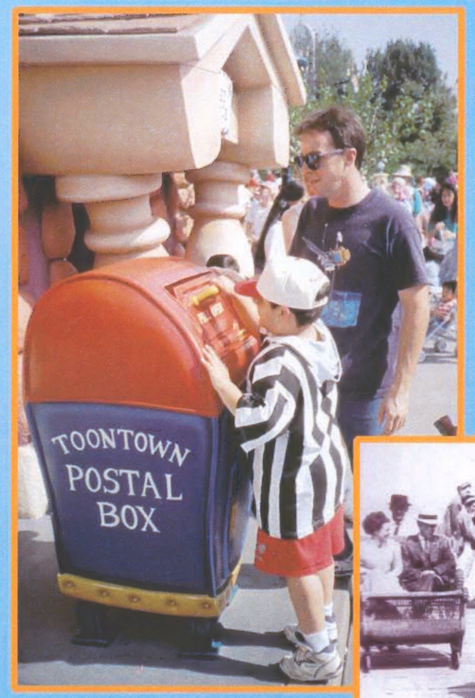
REPAINT BENCH

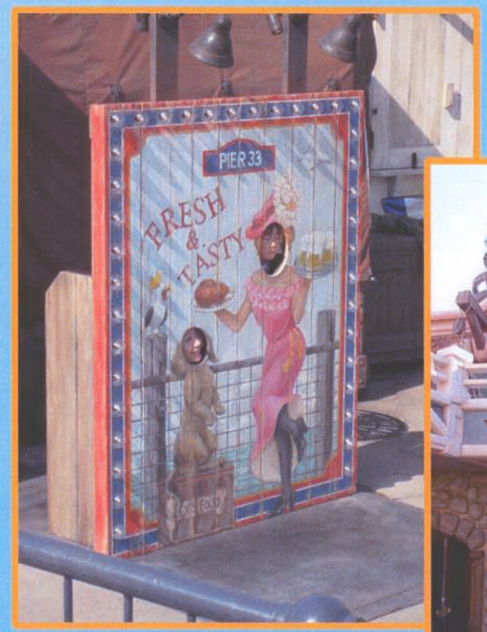
REPLACE BENCH

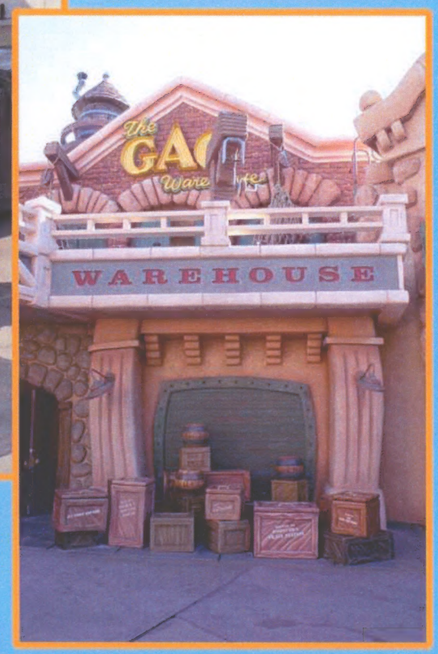
REPLACE BENCHES AND SHADE STRUCTURE

REPLACE UMBRELLAS

Area Development - Props and Photo Ops

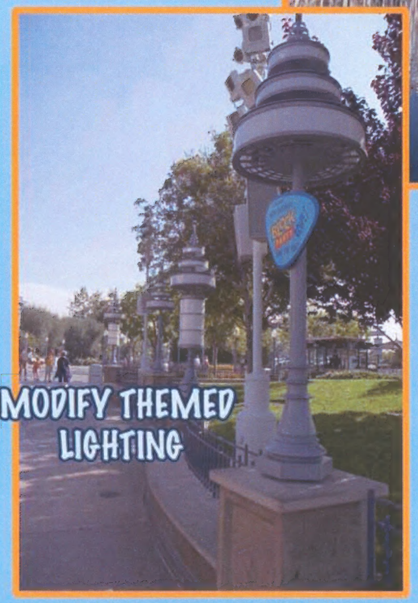


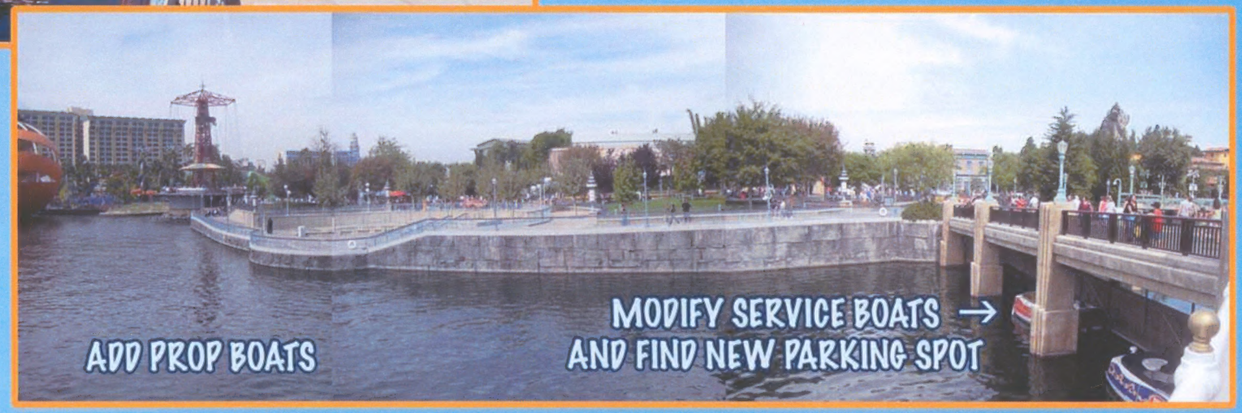




REFERENCE IMAGES ONLY; DESIGN, QUANTITY, AND LOCATION OF PROPS AND PHOTO OPS TBD

Area Development - Water's Edge





NEW CONCEPT PLAN

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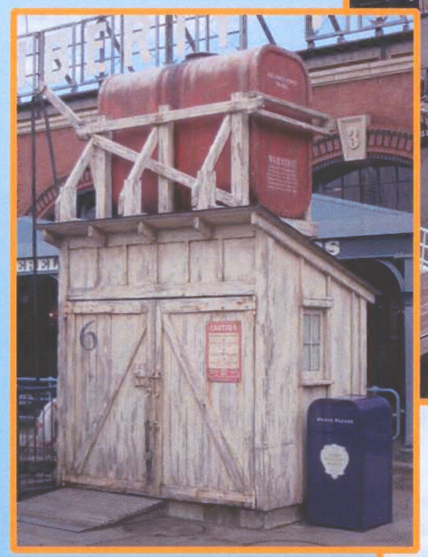
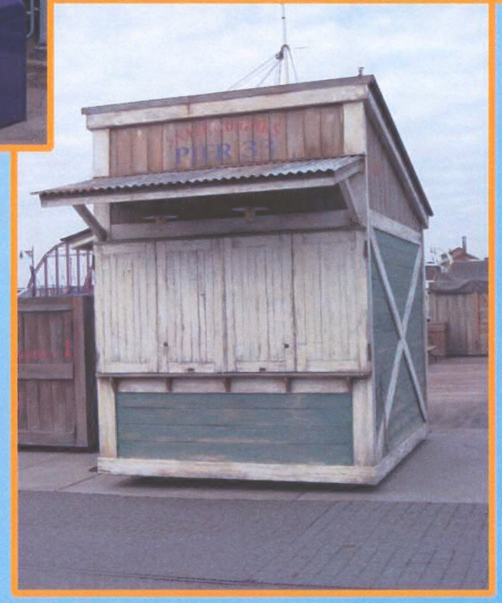
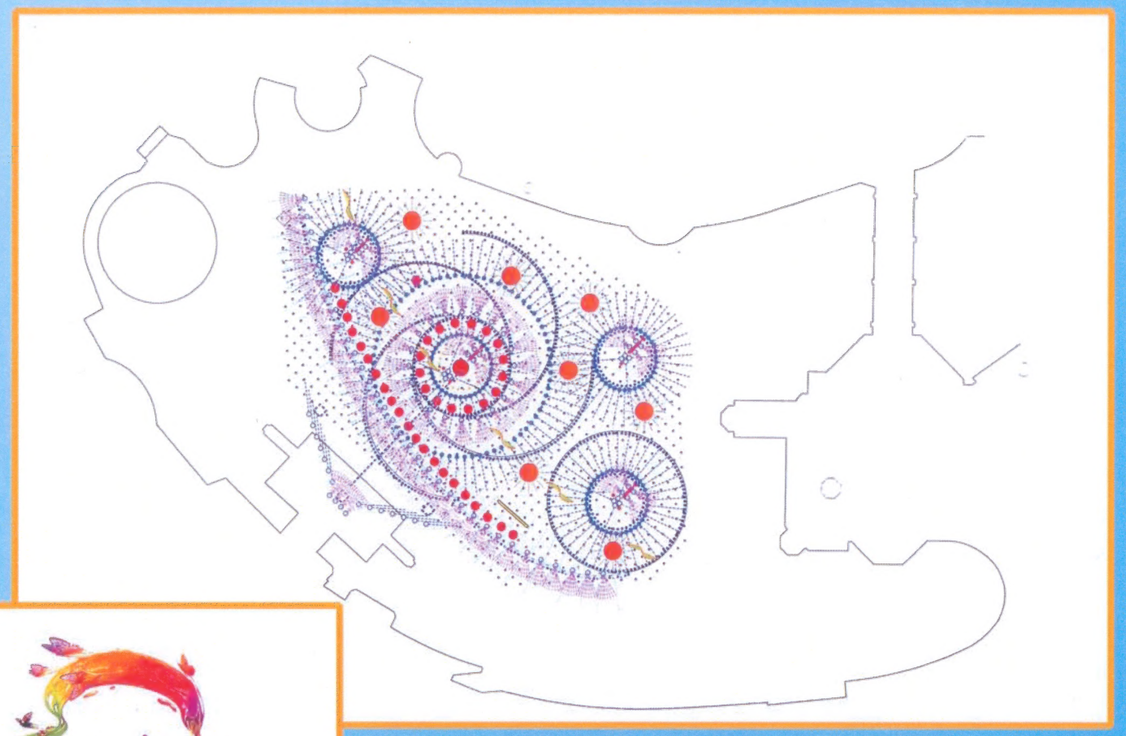
- NEW GRADING/PAVING
- NEW PLANTERS
- NEW TREES/PLANTING
- NEW ROCKWORK
- NEW RAILINGS
- NEW FURNISHINGS
- NEW SIGNAGE
- NEW PROPS
- NEW THEMED LIGHTING
- NEW SHOW LIGHTING

Area Development - Lagoon Show Support







A NUMBER OF THEMED STRUCTURES WILL BE NEEDED AROUND THE LAGOON TO CONCEAL LIGHTING TOWERS AND EQUIPMENT RELATED TO THE LAGOON SHOW; THESE ARE EXAMPLES FROM TDS

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